



Photography Marketing Strategy Ideas: How Mailing Lists From USADATA Brings New Clients Into Focus

New York, NY, May 21, 2009 – With exposure to targeted mailing lists and sales leads, an increasing number of photographers are expanding their marketing strategy and capturing new clients with help from USADATA. USADATA offers a variety of specialty business and consumer mailing lists that help photographers marketing their business reach the right people at the right time, making direct mail a profitable marketing channel.

Photographers focusing on marketing strategy ideas turn to USADATA because they can pinpoint the specific prospects photographers value based on life events and demographics. This includes brides-to-be, graduating students, and households with children by age. That way, photographers can send out targeted direct mail pieces to each demographic.

"Out of the 22 methods of marketing we use to bring new customers through to our photography studio, the leads we order from USADATA for direct mail are among the 3 most successful. Their marketing strategy ideas have been instrumental in the development and financial growth of our business in the past year."

Aleen Diaz, Baby's First Photos, Bakersfield, CA

"Photographers need to reach a very specific audience and their marketing campaigns are time-sensitive," said Jon Rapkin, SVP at USADATA. "We make finding the right mailing list sales leads easy for them through our one-on-one client service."

Photographers can get live direct marketing help from a USADATA Data Specialist by calling toll free at 1.800.395.7707. For the protection of the photographer and the consumer, USADATA will review all mail pieces geared to a sensitive audience to make sure they comply with consumer privacy guidelines.

About USADATA

USADATA is a trusted provider of mailing lists and **Sales Leads. On Demand.™** for more than 100,000 businesses nationwide including Pitney Bowes (NYSE: PBI), Allstate (NYSE: ALL), and Wells Fargo (NYSE: WFC).

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